

CHRIS VAUGHAN

SENIOR BUSINESS INTELLIGENCE ANALYST

07515 385099 | hello@vghn.me | linkedin.com/in/cmbv | vghn.me

PROFILE

Senior Business Intelligence Analyst with experience leading analytics, reporting, AI and data improvement initiatives in global organisations. Known for bringing structure to complex and ambiguous problems, building trusted relationships with stakeholders, and turning business challenges into practical data products. Combines technical expertise in Tableau, Power BI, semantic modelling and AI with strong delivery leadership, governance and operational experience.

KEY ACHIEVEMENTS

- Led the development of AI strategy within a global Dyson function, introducing semantic models and AI-powered solutions.
- Designed and governed enterprise reporting solutions used to support operational and strategic decision-making.
- Established Agile delivery practices, Jira governance and knowledge management frameworks where no formal operating model existed.
- Built strong partnerships across business, engineering and data teams to improve data accessibility and reporting maturity.
- Progressed from operational leadership into analytics leadership, bringing a blend of technical, commercial and people-management experience.

PROFESSIONAL EXPERIENCE

Dyson

Senior Business Intelligence Analyst | August 2022 – Present

- Lead analytics and reporting capability for a global function, supporting decision-making through data products, dashboards and self-service reporting.
- Own the function's AI direction, identifying opportunities where AI can improve productivity, knowledge access and operational efficiency.
- Develop semantic models and AI agents that help users interact with business data more effectively.
- Lead stakeholder discovery workshops, translating business needs into clearly defined requirements, priorities and delivery plans.
- Oversee the design, development and governance of Tableau and Power BI reporting solutions.
- Work closely with engineering and data teams to improve data quality, controls and accessibility.
- Introduced Scrum and Kanban delivery practices, improving visibility, prioritisation and accountability across the team.
- Created knowledge management standards within Confluence to improve consistency and reduce reliance on undocumented processes.

Apple

Learning and Development Analyst | June 2021 – August 2022

- Built Tableau reporting for L&D leadership, tracking training effectiveness, participant performance and supplier outcomes.
- Analysed training data across multiple business areas and locations to identify trends, opportunities and areas for improvement.
- Supported the rollout of a new learning management system and improved how training needs and programme performance were measured.
- Turned analysis into clear, actionable insight that helped shape learning strategy and improve operational outcomes.
- Developed practical solutions using existing systems, data and processes to improve visibility and decision-making.

Technical Lead | September 2008 – June 2021

- Led a team of approximately 30 technicians within one of Apple's high-volume retail environments.
- Managed operational performance, service quality, workforce planning and issue resolution.
- Used reporting and analysis to identify trends, improve processes and support leadership decision-making.
- Coached and developed team members while maintaining strong customer experience outcomes.
- Acted as a key escalation point for complex operational and customer issues.

Global Retail Store Support (Secondment) | June 2021 – November 2021

- Created support documentation for a global audience.
- Supported service management, testing and rollout activities for new systems and processes.
- Led user acceptance testing for Apple In-Store Pickup program.

CORE EXPERTISE

Business Intelligence • Analytics Leadership • AI Strategy • Semantic Modelling • Tableau • Power BI • Data Governance • Product Ownership • Stakeholder Management • Agile Delivery • Jira • Confluence • Automation • Executive Reporting • Digital Transformation • Change Management

EDUCATION

Fd Computer Science — Oxford Brookes University

BA Music Performance — Birmingham Conservatoire

CERTIFICATIONS

- Tableau Desktop Certified Associate
- Google Data Analytics Certificate
- Certified Scrum Product Owner (CSPO)
- Adobe Analytics Data Analyst